

CSIA Atlantic AGM Meeting

Meeting Minutes – December 7, 2024

Minutes transcribed by S.Dunsworth

1. Welcome & Introduction:

Cheryl McMurtrie, Chairperson, reviewed the meeting guidelines, mentioned it was a hybrid meeting (in person and on zoom) asking participants on the zoom call to please remain on mute to reduce background noise, post questions to the chat room, and mentioned that all documents for the meeting were posted to SnowPro. Members were advised that voting would be facilitated using cards rather than show-of-hands (including extra cards if proxy voting) and for those on Zoom voting with use the raise hand function. Cheryl asked that all attending be respectful of each other and also mentioned a draw for a \$100 Pro Day voucher at the end of the meeting.

Cheryl introduced the other members of the CSIA Atlantic Region board including: Sherry Dunsworth (Treasurer & NL Representative), Darren Young (NS Representative), Matt Rideout (NB Representative), Ron Betts (Member-at-Large), Jim Ryan (Past-Treasurer) and Will Baker (PEI Representative, absent).

Cheryl also introduced National representatives and staff including: Nigel Loring – Managing Director, Lisa Cambise -Senior Director of Finance & Shared Services, Viktoria Bortkiewics – Hamelin – Member Experience Manager Nathan, Nathan Reece – Treasurer & National Representative of Atlantic and Charles Martin - Educational Program Coordinator for Atlantic Region as well as Atlantic Representatives to National Committees: Erin Touchie - Technical and Education Committee (Chair), and Cheryl McMurtrie - Women in Skiing Committee/Regional Chair Committee (Chair). Scrutineers were Nadia (in person attendees) and Lisa (for zoom attendees).

2. Formalities: Quorum was achieved for the meeting with 51 in attendance, including 3 on zoom.

Motion to call the meeting to order at 5:21 EST.

Motion for approval of Agenda (**Annex 1**) with addition of Item 10.2 to discuss the election process.

Motion: Darren Young Second: Scott Owen Approved: 51 - Unanimous
--

Motion to dispense with the reading of December 9, 2023 minutes.

Motion: Ron Betts Second: Ron Steeves Approved: 50 for / 1 abstained
--

Motion to approve the Minutes from the December 9, 2023 AGM (**Annex 2**).

Motion: Todd Johns Second: Jim Ryan Approved: 46 for / 5 abstained
--

3. Chairperson Report: Cheryl's report is available in (**Annex 3**).

4. **Managing Director of CSIA National Report: Nigel Loring** mentioned being involved for about a year and how happy he was to be the managing Director for CSIA and how impressed he was with the various boards and committees. He noted how, after a difficult period, the members have now pulled together over the past year, forming a community that cares and is passionate about skiing. He mentioned this year marking the beginning of the New Strategic Plan which engaged all the membership and resulting in a plan incorporating mission, vision, values and purpose – the certification of professional ski instructors. Nigel mentioned the new plan incorporates the 4 key values of learning, community, integrity and growth and contains the 5 Strategic Pillars including education, member value, communications, collaboration and governance. Nigel also mentioned the importance of the new Code of Conduct and Harassment policy for members as well as the general public. In closing, Nigel recognized the inspiring leadership within the organization, the need to listen to the membership across the regions and for the membership to feel free to reach out to Nigel or any of the National staff.
5. **National Board Representative Update:** Nathan Reece, the Atlantic Regional national representative, mentioned the previous division within the organization and the recent new and very positive changes to management over the past year; specifically mentioning the hard dedicated work and open attitude of Nigel as well as the work of Lisa taking on a new and critical leadership role. Nathan mentioned the recent induction of David Green and John Gillis into the National Hall of Fame and saluted their great passion and volunteer effort for the organization. In closing, Nathan noted the new positive spirit of the membership and the collaborative approach to planning for the future growth of the organization. He also told the membership to feel free to contact him. Nathan also gave a sincere thanks to Charles martin for his outstanding service to CSIA.
6. **EPC Update:** Charles Martin mentioned his role as EPC was ending this year after 47 great years and that he that would be available anytime to assist whomever takes his place as EPC. He thanked Nigel for his leadership and positive attitude; noting the new positive vibes as the organization heads into a bright future. Charles also thanked Lisa for taking the reign at a difficult time in the organizations history. Thanks was also given to the Atlantic board for taking the time to develop and being to implement a 3-year Strategic Plan, to the various SSD's, and also to the general membership. Charles noted the growth in the number of Level 4's from 2 in the late 1970's to the present 10 and thanked them for their dedication. Charles reported the 2024-2025 season is shaping up to be busy with 50 new L1's by Christmas, an expected 90 new L1's by year end (including 15 new L1's at PEI) as well as additional L2 and L3 courses. The National and Atlantic Region scholarship programs were mentioned as well as the ongoing Pro Days and tentative plans for the year end clinic at Pin Rouge.
7. **Financial Report (Annex 4):** Sherry Dunsworth presented the July 2023-June 2024 financial statement (unaudited). She reported a cash balance, as of Nov 30, 2024, of \$58,361 and GIC value of ~ \$38,200. Sherry briefly reviewed the financial statement noting that revenue of \$68,664 was up over the previous year due primarily to a \$7,606 increase in National allocation. Expenditures of \$56,930 included costs for CC's, board expenses, scholarships and bursaries, as well as a significant

portion of the costs (25%) going to the development of the new strategic plan. It was also noted that the scholarship costs were down \$3,200 from the previous year due to cancellation of the late spring Level 2 course and that those funds would be rolled over into the 2025 scholarship funding. Sherry briefly mentioned the draft 2024-2025 budget of ~ \$90,000 focussed on the adopted 2022 funding model and incorporating the 5 pillars of the new strategic plan.

Motion to approve the unaudited financial statements to end of June 30, 2024.

Motion: Ron Steeves	Second: Matt Rideout	Approved: 49 for / 2 abstained
---------------------	----------------------	--------------------------------

Motion to engage Claude Janes as accountant for fiscal year 2024-2025

Motion: Todd Johns	Second: Ron Betts	Approved: 49 for / 2 abstained
--------------------	-------------------	--------------------------------

8. **Provincial Updates (Annex 5):** Brief provincial reports were given by Darren Young (NS), Sherry Dunsworth (NL), Matt Rideout (NB) and Jeff Peters – representing Will Baker (PEI).
9. **National Committee Updates:** Reports by Erin Touchie - Technical Committee and Cheryl McMurtrie - WIS Committee are available in **Annex 6**.
10. **Election of Directors Results (Annex 7):** Sherry Dunsworth, Chair of the Nomination Committee (NC), reported the election results with the 4 Member-at-Large positions filled by Matt Christie, Cheryl McMurtrie, Scott Owen and Sarah Pardy. All positions were filled by acclamation. It was noted that a total of 9 candidates submitted nomination forms, however 5 of the candidates were deemed to be ineligible to run in the election due to: (a) using sponsors who were not in good-standing (applied to 3 candidates), and (b) submitted incomplete forms (applied to 2 candidates). Sherry also mentioned that volunteers were needed to help on various committees and that members will hopefully consider running in future elections.

Sherry then reviewed the election process as per the Bi-Laws (Section 6.03) including: (a) notice of election and nomination form issued to the membership in a timely manner, (b) Oct 15th submission of report by the NC to the Atlantic board advising 1 nomination form received to date, and (c) Nov 1 deadline for submissions with the Chair of the NC (Sherry) noting a number of the potential candidates having issues with either incomplete forms or sponsors not in good standing. Guidance was sought and received from the Atlantic Region Governance Committee (David Green and Ron Steeves) who advised that the Bi-Laws were to be followed as legally required for a not-for-profit registered corporation.

Extensive discussion from the floor ensued including comments from:

- (a) Nathan Reece mentioned his consulting with National Governance Committee who recommended obtaining confirmation of member in-good-standing (dues paid) status in advance of final deadline for submission,

- (b) Lisa Cambise reiterated that according to the Atlantic Bi-Laws the sponsor's dues must be paid on or before the Nov 1 submission deadline,
- (c) Scott Owen noted the responsibility of nominees to make sure their sponsors membership is in good-standing,
- (d) Charles Martin suggested in future the NC seek verification of sponsors status prior to deadline, and
- (e) Mike McDermott asked for clarification on the appointment process which Cheryl noted was an interview process by the NC but also a different topic to be discussed later.

Motion to accept the recommendations received from the CSIA Atlantic Region Nominating Committee for the 2024 CSIA Atlantic Region election results.

Motion: Darren Young Second: Jim Ryan Approved: 35 for / 4 abstained
--

11. **New Business:** Winner of the CSIA Course Certificate (\$100) – Member # 187467 - Kaela MacLellan

12. **Adjournment:** Motion to adjourn the meeting at 7:35 pm EST

Motion: Charles Martin Second: Todd Johns Approved: Unanimous

Annex 1 – Agenda



CSIA Atlantic Region – Région Atlantique de l'AMSC AGM Agenda – Ordre du jour de l'AGA

December 7 decembre, 2024, 5:00 pm / 17h

1	Welcome & Introduction – <i>Bienvenue et introduction</i>	Cheryl McMurtrie	5 min
	1.1 Welcome – <i>Bienvenue</i>		
	1.2 Meeting Guidelines – <i>directives de réunion</i>		
	1.3 Introduction of Atlantic Board members and Guests <i>Présentation des membres du conseil de l'AMSC Atlantique et des Invités</i>		
2	Formalities – <i>Formalités</i>	Cheryl McMurtrie	10 min
	2.1 Naming scrutineers, establish quorum, motion to call meeting or order – <i>constatation du quorum, nomination des scrutateurs et résolution d'ouverture de la réunion.</i>		
	2.2 Approval of AGM Agenda – <i>résolution de l'ordre du jour de l'AGA</i>		
	2.3 Motion to dispense with reading of December 9, 2023 minutes – <i>resolution de dispenser de la lecture du process-verbal de l'AGA du 9 decembre 2023</i>		
	2.4 Approval of December 9, 2023, AGM Minutes <i>Approbation du procès-verbal de l'AGA du 9 decembre 2023</i>		
	2.5 Business Arising from December 9, 2023 AGM Minutes <i>Questions découlant du procès-verbal de l'AGA du 9 decembre 2023</i>		
3	Chair's Report – <i>Rapport du Président</i>	Cheryl McMurtrie	15 min.
4	Managing Director of CSIA Report – <i>Rapport du Directeur Générale d'AMSC</i>	Nigel Loring	15 min
5	National Board Representative Update – <i>Mise a jour nationale</i>	Nathan Reece	5 min
6	EPC Update – <i>Mise a jour CEP</i>	Charles Martin	5 min
7	Financial Presentation – <i>Présentation financière</i>	Sherry Dunsworth	10 min
	7.1 Presentation of Financial Statements for year ending June 30, 2024 <i>Présentation des états financiers pour l'exercice se terminant le 30 juin 2024</i>		
	7.2 Approval of Unaudited Financial Statements 2023/2024 – <i>Approbation des états financiers non vérifiés pour l'exercice se terminant le 30 juin 2021.</i>		
	7.3 Approving Accountant for 2024-2025 – <i>Résolution pour la nomination des comptable pour l'exercice financier 2024-2025.</i>		
8	Provincial Reports – <i>Rapport provinciaux</i>		15 min
	8.1 Prince Edward Island – <i>Île-du-Prince-Édouard</i>	Will Baker	
	8.2 Nova Scotia – <i>Nouvelle-Écosse</i>	Darren Young	
	8.3 Newfoundland – <i>Terre-Neuve</i>	Sherry Dunsworth	
	8.4 New Brunswick – <i>Nouveau-Brunswick</i>	Matt Rideout	
9	National Committee Updates		
	9.1 Technical Committee	Erin Touchie	
	9.2 Women in Skiing	Cheryl McMurtrie	
11	Presentation of Election of Directors Results - <i>Présentation des résultats de l'élection des administrateurs</i>	Sherry Dunsworth	5 min
	*11.1 Motion to confirm results of the Election of Directors – <i>résolution pour confirmer les résultats de l'élection des administrateurs</i>		
13	Adjournment – <i>Levée de l'assemblée</i>		
14	Open Forum– Discussion	Full Board	15 min

Annex 2 - Minutes from the December 9, 2023 AGM

CSIA Atlantic AGM Meeting

Meeting Minutes – December 9, 2023

Minutes transcribed by S.Dunsworth

13. Welcome & Introduction:

Darren Young, Vice-chair, reviewed the meeting guidelines asking participants on zoom call to please remain on mute to reduce background noise, post questions to the chat room, mentioned that all documents for the meeting were posted to SnowPro, advised that voting will be facilitated using the Zoom voting function.

Darren Young (Vice-chair & NS Representative) introduced the other members of the CSIA Atlantic Region board including: Cheryl McMurtrie (Chair), Jim Ryan (Treasurer), Sherry Dunsworth (Secretary & NL Representative), and Jamie Touchie (NB Representative, absent).

Darren also introduced National representatives and staff including: Nathan Reece - Atlantic Rep to National Board, Lisa Cambise -Senior Director of Finance, Administration & Member Services, Nigel Loring - Senior Director of Operations and Education, and Charles Martin - Educational Program Coordinator for Atlantic Region as well as Atlantic Representatives to National Committees: Erin Touchie - Technical and Education Committee (Chair), Don Moore (absent?) - Governance Committee, and Cheryl McMurtrie - Women in Skiing Committee/Regional Chair Committee (Chair)

14. Formalities: Quorum was achieved for the meeting with 53 in attendance, including 6 on zoom.

Motion to call the meeting to order at 5:08 EST.

Motion: Charles Martin Second: Ron Steeves Approved: 53 - Unanimous

Motion for approval of Agenda (**Annex 1**):

Motion: Darren Young Second: David Green Approved: 53 - Unanimous

Motion to approve the Minutes from the December 10, 2022 AGM (**Annex 2**).

Motion: Nathan Reece Second: David Green Approved: 50 for / 3 abstained

15. Chairperson Report: Cheryl's report is available in (**Annex 3**).

16. National Update: Nathan Reece, the Atlantic Regional national representative, mentioned the previous division within the organization and the recent new and positive changes to management since May. Nathan noted that the board has grown and strengthened with the addition of key experience people including: Serge Fortier, finance advisor; Jeffrey Harder, assisting with

governance; and Lisa Cambise taking on a new and critical leadership role, and Nigel Loring, advancing operations and education. Nathan thanks the dedicated EPC's across the country with a special thank you to Charles Martin. Nathan also noted exciting changes going forward including: hiring a consultant to help with strategic planning and advancing communications between National and the Regions, strengthening of the Technical Committee which is working well under the leadership of Erin Touchie, and the strengthening of various committees as well as return of members to the organization.

17. **Senior Director of Finance, Administration & Member Services:** Lisa Cambise reported excitement for the CSIA with membership up, members returning, registration for programs up, and increased staff to offer proper services in a timely manner and new staff assisting with answering phones and accounting.

18. **Senior Director of Operations and Education:** Nigel Loring mentioned he has been busy in his new role, travelling to various regions, and plans to attend Skills Camp at Wentworth and WIS Summit. Nigel reviewed his youth spent in Atlantic Canada including time at Wentworth, Marble, Cape Smokey and areas in between noting that the Atlantic Provinces produces outstanding skiers and professional ski instructors. Nigel mentioned lots happening from an operational perspective including: recent course conductor training of over 140 CC's at Lake Louise and over 100 CC's at Mont Tremblant, and a successful AGM with congratulations to Josh Foster and Kirsti Suutari on their induction into the CSIA Hall of Fame. Nigel noted the positive energy and excitement across the country as the CSIA faces challenges and builds new opportunities for the betterment of the sport for today's members and future generations. Nigel thanked Cheryl and the Atlantic Region board for the hard work and continued effort in promoting growth of the professional ski industry and also thanked Charles Martin for his leadership, inspiration and dedication to the Atlantic Region.

19. **Financial Report (Annex 4):** Jim Ryan presented the June 2023 financial statements (unaudited) and noted the difference in revenue and expenditures from previous year due the effects of covid and cancelled skills camp. Jim also noted the 6 fold increase in the amount of scholarships over the previous year.

Motion to approve the unaudited financial statements to end of June 30, 2023.

Motion: Jim Ryan	Second: David Green	Approved: 50 for / 3 abstained
------------------	---------------------	--------------------------------

Motion to engage Claude Janes as accountant for fiscal year 2022-2023

Motion: Jim Ryan	Second: Nathan Reece	Approved: 50 for / 3 abstained
------------------	----------------------	--------------------------------

20. **Provincial Updates (Annex 5):** Brief provincial reports were given by Darren Young (PEI and NS), Sherry Dunsworth (NL) and Cheryl McMurtrie (NB).

21. **EPC Update:** Charles Martin thanked the Atlantic board for organizing the convention and he mentioned that his role as EPC is to deal with the SSD's in arranging Pro Days and other specific training programs as requested as well as regional program for the convention and skills camps. Charles reiterated that he is available anytime for SSD's to contact him and discuss additional courses.
22. **National Committee Updates:** Reports by Erin Touchie, Technical Committee, and Cheryl McMurtrie, WIS Committee are available in **Annex 6**.
23. **Election of Directors Results:** Sherry Dunsworth, Chair of the NC, reported the election results as follows:
- a. Darren Young was elected NS Rep by acclamation,
 - b. Sherry Dunsworth was elected NL Rep by acclamation,
 - c. Will Baker will be appointed PEI Rep at next board meeting,
 - d. Ron Betts will be appointed Member-at-Large at next board meeting.

Current vacancies on the board were noted as: NB Rep and Member-at-Large.

Motion to accept the recommendations received from the CSIA Atlantic Region Nominating Committee for the 2023 CSIA Atlantic Region election results.

Motion: David Green Second: Brian Todd Approved: 50 for / 3 abstained

24. **New Business:** Winner of the CSIA Course Certificate (\$100) – Member # 11825 - Brian Todd

25. **Adjournment:** Motion to adjourn the meeting at 6:26 pm EST

Motion: Brian Todd Second: David Green Approved: 52 for / 1 abstained

Annex 3 - Chairperson Report - Cheryl McMurtrie

Good afternoon everyone.

I want to begin by extending my heartfelt thanks to all the volunteers serving on our board and committees. Your time, dedication, and hard work have been invaluable this year. While your contributions often go unnoticed by the broader membership, I can assure you that this group has gone well beyond what is expected of volunteers. Your efforts have propelled our organization forward in remarkable ways. The countless hours you've spent working behind the scenes—especially in preparation for this weekend—truly speak to your passion for our sport and community. For that, I am deeply grateful.

Recently, I had the opportunity to attend the National and Regional business meetings in Tremblant, Quebec, as well as the National AGM. As I looked around the room, it was incredibly encouraging to feel the energy and commitment of those present. The atmosphere was filled with enthusiasm for the future and a shared focus on advancing the interests of our members. I had the pleasure of engaging with the entire National Board of Directors, national staff, committee chairs, and the chairpersons from all six regions. While I won't delve into specifics today (as others will be reporting on some of the topics), I can assure you that many exciting initiatives are underway, and there is much more to come.

One area I want to touch on is funding. I'm pleased to report that the funding model we adopted two years ago for budgeting has proven successful. This model ensures that 70% of our funds are directed back to the members through events, scholarships, and other member-focused initiatives. The remaining 30% supports governance, operations, and new projects. This approach allows us to consistently reinvest in our members, regardless of fluctuations in revenue. For instance, 20% of our funding is allocated specifically to bursaries and scholarships—something our Treasurer will elaborate on shortly. Additionally, the board has committed to subsidizing several programs this year, including a skills camp (location in PEI, date TBA) and up to four free pro session days to support regions with limited access to programming—such as more remote areas like Labrador.

As part of our budgeting, we've also set aside funds for corporate legal fees. As you know, the CSIA Atlantic encompasses four provinces and is a federally registered corporation. Alongside CSIA National and Central, we are reviewing our bylaws to ensure compliance with recent amendments to the Canadian Not-for-Profit Corporations Act.

Now, let me share some exciting statistics about our Atlantic region:

- **Membership Growth:** As of the end of the 2023/2024 season, we've seen a 10.5% increase in membership, with 6.5% of that growth coming from female members (a total increase of 59 people). We aim to continue this trend and are working towards returning to our pre-COVID membership numbers of approximately 750 members. While we still have a 22% increase (around 129 people) to reach that goal, we are optimistic that we can achieve this by the spring of 2026.
- **Member Breakdown:**
 - 56.5% of our members are Level 1 instructors.
 - 30.8% are Level 2 or partial Level 2.
 - 10.6% are Level 3 or partial Level 3.

- 2% are Level 4 or partial Level 4.
- 6% are Course Conductors (with a slight increase in male conductors and a small decrease in female conductors).
- **Age Demographics:** 43% of our members are aged 15-35, with 37% of that group being under 26 which means only 7% are 26-36 years and this mirrors a common demographic trend across Canada from what I heard this past week. Of the under-35 group, 82% are Level 1, 16% are Level 2, and 2% are Level 3 or higher.
- **Snow Schools:** Our region is home to 11 snow schools.
- **Course Conductors:** Last season, we had 41 Course Conductors, with a distribution of 8 Female and 33 Male. Membership by province is as follows:
 - Newfoundland & Labrador: 2
 - Nova Scotia: 22
 - Prince Edward Island: 0
 - New Brunswick: 17

In closing, I want to highlight the hard work and forward-thinking vision that our board and committees are putting into shaping the future of our region.

Over the past two years, we've gathered valuable data from key stakeholders in our ski instruction community—members (including a special reach out to those under 25), Snow School Directors, resort managers, committee members, and our National Representatives. In the spring, with the assistance of an external facilitator, the board synthesized this feedback into a comprehensive *Atlantic Strategy Plan*. This plan is a direct result of your input, and the investments we've made in gathering and analyzing this data will help us chart a clear path forward for the region.

I'm excited to announce that this plan will inform the direction of our future work, projects, and initiatives. We look forward to sharing even more details with you in the coming months.

Thank you for your ongoing commitment to this community. Together, we are building a brighter future for the Atlantic region.

Let's take a look now at the Atlantic Executive Summary of the Strategic Plan 2024 for more details on our roadmap ahead.

Canadian Ski Instructors' Alliance – Atlantic Region

Financial Statements

June 30, 2024

(UNAUDITED)

CANADIAN SKI INSTRUCTORS' ALLIANCE – ATLANTIC REGION

STATEMENT OF FINANCIAL POSITION

JUNE 30, 2024

(UNAUDITED)

	2024	2023
<hr/> <hr/>		
ASSETS	\$	\$
CURRENT ASSETS		
Cash	83,338	56,818
Short term investments (Note 2)	32,856	32,020
Accounts receivable	9,835	8,115
HST receivable	3,142	1,880
	<hr/>	<hr/>
	129,171	98,833
<hr/> <hr/>		
LIABILITIES AND EQUITY		
CURRENT LIABILITIES		
Accounts payable	23,187	4,583
	<hr/>	<hr/>
	23,187	4,583
EQUITY		
Contributed Surplus (Note 3)	56,282	56,282
Balance	49,702	37,968
	<hr/>	<hr/>
	105,984	94,250
	<hr/>	<hr/>
	129,171	98,833
<hr/> <hr/>		

APPROVED ON BEHALF OF THE BOARD

_____ Member _____ Member

See accompanying notes to financial statements

CANADIAN SKI INSTRUCTORS' ALLIANCE – ATLANTIC REGION

STATEMENT OF OPERATIONS AND CHANGES IN NET ASSETS

JUNE 30, 2024

(UNAUDITED)

	2024	2023
REVENUES	\$	\$
National allocation	48,179	40,573
National collected fees	18,314	17,804
Lift Tickets	-	1,206
Banquet fees	1,162	1,060
Interest income	835	357
Other revenue	174	-
	<hr/>	<hr/>
	68,664	61,000
	<hr/>	<hr/>
EXPENDITURES		
Course Conductor	20,996	16,380
Banquet	5,041	5,059
Lift tickets	-	2,480
Admin	1,732	2,998
Convention miscellaneous	491	806
Board expenses - AGM	4,564	6,598
Scholarships and Bursaries	3,852	7,132
Travel and meetings	367	270
Interest and bank charges	269	106
Registration fees	12	562
Office	212	1,965

Professional fees	1,150	900
Special Events-Strategic Plan	14,783	-
Growth and Retention	3,461	-
Other	-	452
	<hr/>	<hr/>
	56,930	45,708
EXCESS OF REVENUES OVER EXPENDITURES	<hr/>	<hr/>
	11,734	15,292
BALANCE, BEGINNING OF YEAR	<hr/>	<hr/>
	37,968	22,676
	<hr/>	<hr/>
BALANCE, END OF YEAR	49,702	37,968

See accompanying notes to financial statements

CANADIAN SKI INSTRUCTORS' ALLIANCE – ATLANTIC REGION

NOTES TO FINANCIAL STATEMENTS

JUNE 30, 2024

(UNAUDITED)

1. NATURE OF OPERATIONS

Canadian Ski Instructors' Alliance – Atlantic Region was incorporated under the Canada Not-for Profit Corporations Act on January 14, 2014. The organization is engaged in the certification and professional development of ski instructors in the Atlantic Region.

2. SHORT TERM INVESTMENT

	<u>2024</u>	<u>2023</u>
Scotiabank Investment GIC – cash account	\$ 10,620	\$ 10,619
Scotiabank Investment GIC – matures January 11, 2024	-	21,401
Scotiabank Investment GIC – matures January 11, 2025	<u>22,236</u>	-
	<u>\$ 32,856</u>	<u>\$ 32,020</u>

3. CONTRIBUTED SURPLUS

Contributed surplus arises from assets owned by the organization prior to incorporation

Annex 5 - Provincial Updates

New Brunswick

Sugarloaf Report

Last season was the first for the school and rental. The school ended the season with 15 ski and snowboard instructors (thanks to 2 successful apprentice level one programs), private and initiation packages running almost as much as we could handle them, school groups coming in, a small multiweek program for kids, and a woman's clinic for international women's day in March. This year we are expanding our programming, with many requests for adult programming. We are proud to be on a role, offering a level 2 this season and represented by a delegation here at MSA this weekend! This season we also have expansion in snowmaking that is now running!

Poley Mountain

Poley mountain changed our opening plan opening the alpine (triple) side first. We opened today for a pass holders appreciation day with that new opening plan. Poley has also implemented RFID passes and turn-style gates at both chairs this year. Obviously growing pains but we seem to have finally figured it out two days ago. We put a new cable on our quad chair last year but our chair is very near to end of life, so we are planning to replace it within the next five years. We rebuilt our big water pump for snow making and are able to send a lot of extra water up the hill now. We are hoping this helps to never have a missed march again like last year —62 days open however our snow school made the best of those 62 days logging a resort record fiscal intake. We filled our race team feeder program called the Poley Bear Cubs with a target of 24 kids this year and we shut down registration on Tuesday this past week, so that program has been very well received and we are very excited for our second year of it to start. We filled our first Xmas camp and are slowly starting to fill the second one now. Also, our Sunday camps are full in January and now February is starting to fill up. Our after school program is full and our schools on skis bookings are coming in fast. We got nice new blue Helly-Hansen coats this season and they're coming back from the printing company this coming week. Everyone seems very excited for that. Poley's snow school has a large snow school admin team this year to handle the bookings, greet schools and keep the instructors busy, good growing pains to have. We are launching a targeted campaign to get more snowboarders in camps and working at starting a snowboard NB program.

Mont Farlagne

We have been blowing snow for a week with our new pump. Mont Farlagne is looking to open Dec 18 maybe our magic carpet before then with discounted lessons for preseason. We are building a boardercross track for our snow park looking to host freestyle and freeride competitions. We have re-assembled MadSnow our committee of local snowboarders and enthusiasts to build our snowboard clientele by hosting g clinics in the park and activities on Wednesday evenings. Our level 1 ski and snowboard instructors courses are going in early January please send over any French speaking people

who would be interested in getting certified. we can help find housing at someone's place for the duration of the course if necessary. We will be doing a pilot project with school gym classes to come take lessons and ski during school hours.

Crabbe Mountain

Crabbe Mountain is in full swing of preseason set up. Our seasonal programs are filling up fast, with three afterschool programs and a fully booked schedule for our Ski In School trips with our school district, private schools and homeschool groups. Sunday Programs are now full and we started registration for holiday camps. Crabbe Mountain has seen some new updates this season. A new motor and drive has been installed on the chair which will help avoid chair disruptions this season and also help with Crabbe Mountain movement towards its plans of being an all year around resort. Crabbe has also added a new ski tunnel on the Family Trail in the new real estate lot development area to keep skiers safe from the road access to the new lots. Our Snow School Pro building has also seen a new facelift. New windows and siding have been added to the building and looks great. A big shout out to Gerald and his crew in making this happen. Crabbe Mountain has also received two good snow falls more than 30+cm of natural snow over the last few weeks, and snow making is set up and ready to go. Our tentative opening date is Dec.21. We lots of events scheduled over this season from Level 1, 2 and 3 courses, Never ever Days, Snowmobile races, FIS races, Speed Week, Camps, along with some great entertainment.

Nova Scotia

Wentworth

Kim Tattrie reported that the first season of Wentworth mountain biking, as well as an inaugural bike race series, was a huge success with lots of traffic from Atlantic Canada and beyond, enjoying the 17 bike trails accessible by chair or climb zone. Work is continuing on some bike trails with the hope they become available for ski trails. "The Barn" was open summer and fall with new menus, live music and a bigger outdoor seating area. A new groomer is scheduled to arrive this winter, work continues done in the Orchard Park with more drainage and freestyle features, and on new piping for snowmaking is complete with snowmaking started it up this week. Widening of the Weffie trail will provide a safer and more enjoyable run for the general public. There are lots of schools already booked for 2025 with a focus to accommodate local schools, aided by grants in our CCRCE regional school board. Online registration for multi-week programs, private lessons and learners opened November 20th. Already numbers have increased in many of the programs, so shaping up to be a busy winter. The 7-week long "Tots on Skis" weekend program has been re-introduced after a 6 year hiatus. We also had a big growth again in our "All-Mountain" program which has doubled from last season. New for the 2025 season will be "pop up" clinics with our Level 4 staff. They will be tailored to the conditions and of course snow conditions. Our snow school staff has increased from last season with good retainment for the 2024 season and plenty of new staff from our last year's Level 1 CSIA Apprenticeship program. All CSIA and

CASI course are set up online while also working on setting Pro days and Pro day camps for the 2024-2025 season and praying for a snowy winter!

Ben Eoin

Sue MacLean report the Ben Eoin Board of Directors has been hard at work for some time now applying for and receiving grants for improvements to our resort. This September, the hill received the good news that we received grants from all 3 levels of government for the following Capital Projects: (1) upgrades to our snowmaking systems, (2) LED lighting on our slopes so 100% of our terrain will be skiable during night skiing hours, and (3) changes to the main components of our chairlift. The new cable has been received and will be installed next spring. The weekend snow school programs are scheduled to begin mid-January, weather permitting. Our "Introduction to winter sports for new Canadians" 4 week program was a huge success last winter and we will be offering it again this winter. We had successful weekday school ski/snowboard participation last winter and have already received a school booking for the upcoming season. Last winter, a massive snowstorm at the end of February kept us closed as most of our area was buried under more snow than anyone could handle. The season up till then, was decent. We were closed for 10 days in March as a result and any gains that we had made were lost.

Martock

Anne reported that Martock had a good winter last year with a total of 104 combined ski/snowboard instructors. The school groups were back to normal bookings finally after covid. In March, things slowed down but the hill still had an ok March Break and closed for the season on March 23rd. All of the kids multi-week programs for ski and snowboard are sold out for this coming season. The annual snow school meeting in November had a great turn out with lots of new faces. Registration is going well for both the first CSIA Level 1 and CASI Level 1 programs scheduled to be held Dec 29-31, 2024. We are still looking for more instructors for this season, snow guns are ready to go as soon as Mother Nature gives us the cold temps and we are looking forward to a busy snowy winter!

Prince Edward Island

Mark Arendz (Brookvale)

Jeff Peters, SSD, reported that the Mark Arendz (Brookvale) ski school had 575 children enrolled in the multi-week programs in 2024 and they expect that to increase to 600 for the 2025 ski season. They had a staff of 55 ski and snowboard instructors and they expect that to increase to 75 instructors this year. The 2024 ski season saw 1500 school kids partake in the week day programs as well as 1200 private lessons, including many new Canadians participating in the beginner lessons. Jeff also mentioned that Brookvale is delighted to be hosting the 2025 CSIA Atlantic Region Skills Camp and that it will be a good time with lots of activities planned for all to enjoy.

Newfoundland & Labrador

White Hills

Joey Smyth reported that Larry Reid, a long time board member for White Hills, is currently the interim GM. It was noted that last season was another struggle for WHR as their Snow School continues to have getting individuals able to commit to work and train given the recent unpredictable seasons. WHR has initiated a new community engagement committee at the board level which is being spearheaded by Cheri Holloway and will priorities is to rebuild a group of individuals within the local community who are interested and passionate about the industry and teaching. WHR would like to put off a CSIA course in the future, are hoping to have a new GM in the very near future, and have started some engagement with the Andrew Jesson Foundation that is supportive of building and maintaining Snow Schools in the province.

Marble Mountain

Paul Tizzard, Marble's SSD, reported the 2024 season at Marble Mountain was marked by both challenges and achievements. The hill remained open for 56 days despite a significant washout on a main run, which has now been fully repaired in preparation for the upcoming season. The Snow School had a strong year, hosting 54 school visits with 2,015 students as well as 230 kids in multi-week programs, all supported by our dedicated team of 45 ski and 20 snowboard instructors. Marble also enhanced operations with the addition of a new groomer and the opening of two new runs. The hill hosted summer chairlift operations for the first time, welcoming the public as well as cruise ship passengers for sight-seeing tours. Looking forward to 2025, Marble has added another new run, widened existing runs, and completed extensive brush cutting to improve the mountain's terrain and skier experience. Marble also has a new GM (Wayne Hicks) and the hill is projected to open in early January.

Smokey Mountain

Sarah Pardy reported that Smokey Mountain had a great season last year with a significant increase in snow school numbers, 4 new instructors, and added weekday lessons to the snow school and they are hoping to have a Level 2 course next year as well as another great season.

Annex 6 - National Committee Updates: (A) Cheryl McMurtrie - WIS & (B) Erin Touchie - Technical

(A) WIS Report – Cheryl McMurtrie

The committee met in the Spring in Montreal. As we were coming to the end of a 5 year plan the group refocused the work for the next 3 years.

OUR VISION: to champion equity, foster inclusivity, and create safe environments for women to thrive in the world of skiing. We aim to ensure that every female skier feels welcomed, supported, and inspired to pursue their skiing aspirations without barriers or biases.

OUR MISSION: to increase and retain female members in the CSIA, identify and share methodologies specific to female skiers, and drive participation and engagement at all levels, including in leadership roles

This includes 10 specific objectives.

- Continue on going education and knowledge on learner/gender consideration for all CSIA members
 - To support and inspire our female members to pursue their skiing aspirations
 - To create a movement of women in skiing together, to promote community
 - Opportunities to further reach members through education and awareness online sessions
 - Create an annual gathering to share, inspire and network with women on snow
- Increase and improve communication streams to further engage CSIA women
- Support CSIA National in implementing Safe Sport Protocols, training, and culture review for the organization as a whole
- Implement CSIA National guidelines to improve bilingual presence in our WIS written communication
- Offer CSIA member support funding to increase participation and retention
- Improve opportunity inclusion and equity at all levels within our organization

Last year was challenging with some committee member shifts but even so we were able to host a variety of our WIS Talks, Pro Days around International Women's Day, 3 day summit at Mt Sainte Anne, our Mentorship program had an increase in pairings which resulted in some successful new Certification levels being attained!

This year we have a full committee with representation across the country, composed of strong and successful women both in and out of the ski industry.

Our pillar initiatives are moving ahead including our new 3 year strategic plan, WIS Talks both in french and english, making sure we are representing our french members successfully, improved our mentorship program which is being launched fully at the end of this week, promoting bursaries for women for courses and our 3 day summit, creating a new web pages where you can easily find all of our WIS information in both french and english easily, improving our communication to the female CSIA members, encouraging gender equity on all our boards and committees and organizing our 3 day WIS Summit in Banff Alberta April 15-17, 2025. Most importantly our goal and focus in on using these initiative to help build a strong dynamic community of women CSIA members, this is the back bone to our Come Ski With Me...Viens Skier Avec Moi Initiative which is a social media campaign encouraging women to find other women to ski with and will incorporate monthly challenges, prizes and posts over the season. Keep your eyes open for more information! One last thing, we want to hear from all of you,

on ways that the WIS Committee can better support and serve our female members, please reach out whenever you like!"

(B) Technical Report- Erin Touchie

Bonsoir tout le monde

Je m'appelle Erin Touchie et j'ai le plaisir de vous parler ce soir des activités du comité technique et d'éducation pendant l'année dernière et de nos priorités pour l'année à venir. Je suis la représentante de la région atlantique et aussi la présidente du TEC. Les autres membres du comité sont mentionnés ici : Roger Castonguay qui représente Québec, Steve Young d'Ontario, Dave Bradley de la région du centre, Warren Jobbitt d'Alberta, Et Anne Terwiel qui représente Colombie Britannique Aussi, Christine Davidson représente le comité WIS sur le TEC. Nous avons aussi trois membres choisis par le TEC pour leurs habiletés professionnelles : ils sont Guy Dale (aussi le vice-présidente), Jonathan Lapage et Luc Belanger. Du personnel d'AMSC nous avons Jason Young, Betsy Linnell et Luc Neron.

Last year, our highlights included onboarding three members at large who were introduced on the previous slides as well as producing ski tactics videos from snow schools across the country showcasing ski teaching tips. The TEC was also involved in the development of the 85th anniversary pro days that allowed CSIA members to access free professional development at their snow schools.

The TEC worked diligently throughout the summer months to update the technical documents online including the 5 skills framework and the Canadian Teaching approach. Certification standards videos for Levels 2 and 3 were also produced and more videos will be rolled out this season.

This season, the TEC will continue to work with its partner organizations such as ACA and CASI to strengthen our relationships. We also will be focusing on ski teaching methodology to support and build on our Canadian Teaching Approach. Additionally, the TEC will continue to develop educational resources and online tools, such as the standards videos mentioned previously.

At this time, I would like to thank the additional volunteers who have put in many hours of work to support the TEC this past season.

Thank you also to Josh Foster and AJ Leeming, whose terms ended with the TEC in May, as well as EPCs Kyle Armstrong (Alberta) and Mario Bourassa (Quebec). These individuals have contributed greatly to the success of the TEC in recent years.

Merci à tous ce soir pour votre attention. Le TEC est toujours heureux de recevoir vos commentaires ou questions en utilisant le courriel TEC@snowpro.com.

Thank you everyone for your attention and the TEC always looks forward to your feedback or questions using the email TEC@snowpro.com.

Annex 7 – 2024 Election of Directors

The CSIA Atlantic Region Nomination Committee is pleased to announce the election results for the Directors-at- Large who will serve on the CSIA Atlantic Region Board of Directors for 2025-2026.

The four available Director-at-Large positions have been filled by acclamation and include the following new Directors: Mr. Matt Christie, Ms. Cheryl McMurtrie, Mr. Scott Owen and Ms. Sarah Pardy.

The Atlantic Board is delighted to welcome the new and returning members of the board as we head into an exciting year ahead!

Anyone interested in volunteering with one of our working committees please contact us at csiaatlanticregion@gmail.com.